



Get comfortable and start  
talking about mental health



#TimeToTalk

See Me is run by



In partnership with



# Talk, listen and change lives for Time to Talk Day.

**Thank you for being part of Time to Talk Day 2025.**

We're delighted to be heading back out into workplaces across Scotland for this year's campaign, to get as many people talking about mental health as we can on **Thursday 6 February 2025**.

Creating an open and understanding workplace community allows those of us with mental health problems to feel seen and heard. It doesn't take much to show someone you're there and willing to listen.

Talking about mental health reduces stigma, helping to create supportive working environments where we can talk openly about mental health, feel empowered to seek help when we need it, and get support.

This year's campaign theme is 'Get Comfortable and Start Talking About Mental Health', emphasising the importance of creating safer spaces for open dialogue. It emphasises the fact that people must feel at ease discussing their mental health to break down barriers and encourage understanding.

Getting comfortable in the workplace can mean creating a confidential and safe space for people to have conversations, but it can also mean creating an emotionally safe environment where people can be honest and supported.

This Time to Talk Day employers should consider what could contribute to staff's comfort to talk openly, both physically and emotionally. Mental health stigma and fear of discrimination can be major barriers for people when it comes to opening up and saying what's on their mind – and workplaces can be a great place to get some of those conversations started.

This pack is designed to help you with ideas on what to do, make some noise about your activity and spread the message that talking about mental health doesn't need to be difficult. This pack is full of tips, ideas and resources to help get your workplace talking.

## You'll find inside:

- **Key messages**
- **Activity ideas**
- **Materials to download and print**
- **Get involved online**
- **How to help spread our message further**
- **Signposts to support**

**Good luck with your activities on Thursday 6 February!**  
**You can let us know what you are doing by sharing on social media with #TimeToTalk. If you have any questions at all, whether it's your first or eighth Time to Talk Day, please email [info@seemescotland.org](mailto:info@seemescotland.org).**





# What is Time to Talk Day all about?

**The day is all about creating supportive workplaces by having conversations with family, friends, or colleagues about mental health. We all have mental health, by talking about it we can support ourselves and others.**

- Time to Talk Day is the nation's biggest mental health conversation.
- Taking place on **Thursday 6 February 2025**, it's the day that friends, families, communities, and workplaces come together to talk, listen and change lives.
- We all have mental health and any of us could struggle with it, which is why talking about mental health is so important.

**To find out more about the day, visit the [See Me website](#).**

# Activity ideas

There are lots of ways you can get your organisation involved in Time to Talk Day. These can range from events involving all colleagues to starting conversations within meetings or on your staff intranet.

We've included ideas throughout this pack which you can use as inspiration, or get creative and design your own - we'd love to hear what you get up to. Don't forget to share your activities on social media with #TimeToTalk.

## Where can I get ideas?

Head over to the [See Us workplace page on our website](#) on our website and get loads more ideas of what you can do in your community. We have a huge range of resources for you.

Or, if you're looking for a few recommendations, check out the following ideas...

### Ideas wall

Set up a board somewhere visible in your workplace, so that staff can stick up their ideas to state what makes them comfortable discussing mental health, or what they would need in order to feel safe and comfortable to talk openly about mental health.

Ideas can include creating a safe and inclusive physical space to have these conversations or what makes people feel emotionally comfortable to discuss mental health in your work.

### FeelsFM

You could run a FeelsFM activity in your workplace to get people to chat about mental health using our online emoji powered jukebox and activity packs.

Find out more on the [See Me website](#).

### Mental health quiz

Use our quick mental health quiz to start conversations, test staff's mental health knowledge and help people learn something new.

Find out more and see example questions in our [See Us Activity pack](#).



## Digital mental health board

Organisations could use resources such as Padlet or Miro to create digital mental health “boards” that can be collaborated on within your organisation, for people to share useful resources and advice and get more information on options for support. This could also be used as a place to share positive messages about mental health and conversation prompts.

## Walk a Mile

You could hold a Walk a Mile with your colleagues on Time to Talk Day, to get people together, to walk and talk about mental health. [Find out more.](#)

## Showcasing internal support

If your organisation has Mental Health First Aiders or wellbeing champions or ambassadors, Time to Talk Day might be a good opportunity for people involved in these schemes to showcase what their role is for and how they can offer support to their colleagues.

This would present a good opportunity for employees to find out more and ask questions. If your organisation doesn't have roles like this, the campaign offers the chance to discuss whether this would be helpful.

You can find out more about the role and how to set it up on the [See Me website](#).

**“We held a coffee morning with a board for people to write up what helped them with their mental health... It went so well and there were lots of very genuine conversations with people opening up and talking.”**

## Conversation café

You could have a coffee morning or wellbeing space available on this day and include conversation prompts on the table or around the room to get people chatting about mental health.

These could be questions such as, “What helps you speak about mental health at work?” or “What could we do in our team to help people feel comfortable speaking about their mental health?” This could also be a good space to signpost to internal and external mental health support services.



## Lunch and learn

Run a lunch and learn session to teach people more about mental health stigma and discrimination and how to support each other.

You may wish to get speakers with lived experience to chat about mental health and what helped in terms of support, or you could share resources from mental health organisations and charities. Why not use these sessions to get feedback from staff about what helps them feel more comfortable to talk about mental health?

The See Me **Youtube Channel** has lots of useful videos to spark conversations.

**"The activities included were useful and I combined the snakes and ladders game with a mental health quiz. This inspired me to create 'Getting to know you' quiz which I asked staff to complete prior to the event. We then guessed who was who based on the answers given on the event day."**

## Good support sharing circle

You could host a small group session for colleagues to share what compassionate, non-judgmental mental health support looks like to them.

When hosting activities and opportunities to have open conversations about mental health, senior leaders and line managers should aim to lead by example and participate in these events or support the organisation of these events to encourage a culture of openness about mental health, and provide time, space and encouragement for colleagues to engage in activities.

## What else?

Time to Talk day is a great place to start taking action in a workplace, **find out more about our workplace tools and resources** to support ongoing change.



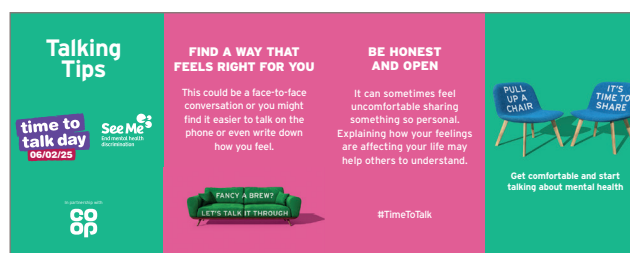
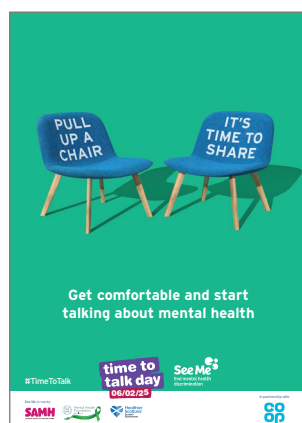
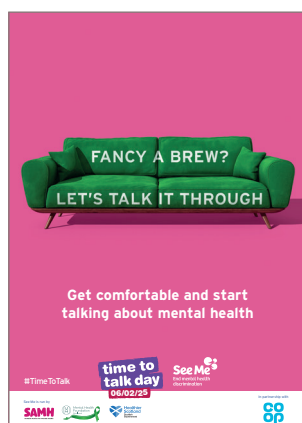


# Materials to download and print

There are lots of materials available on the See Me website that you can use to promote your activity, and get your workplace talking about mental health. Everything is on the [Time to Talk](#) page.

## Posters

These are ready to be printed, either in the office or by a professional printer. There are also editable posters if you're hosting your own event to help you drum up some interest.



## Tip cards

Filled with ideas around starting the conversation, these are easy to read and the perfect size to pop into a pocket or wallet. Hand them out at an event, or leave them in areas where people will find them.

**"We held a short "scene setting" event to introduce the day and staff chose a card on either how they were feeling or something they wanted to discuss which evoked lots of conversations during the day. We did a round up at the end of the day, which meant we had something to give to the staff who were either not able to attend or didn't feel confident enough to participate."**

## Bunting

This is a great way to attract people over to any activity you're running. You could also ask local shops to put it up for the day.

## Postcards

A fun way to encourage conversations and get people talking. Hand these out to colleagues to use as an icebreaker.

**"We got managers to go round the office with tea trolley and they would hand a card out and ask each person's a 'would you rather' question. It was a lot of fun for staff to create their own 'would you rather' questions too. Great way to bring mental health forward for discussion give those who find it difficult to discuss."**

## Conversation starters

Our origami conversation starters combine crafts and conversation in one! Hand them out at a workplace stand or get colleagues involved in cutting out and folding them during a meeting.



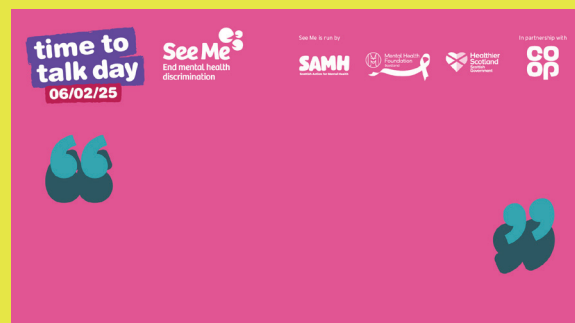
# Get involved online

## Internal communications

We've got plenty of internal communications tools and ideas to help get your workplace talking.

You can download the following digital materials to spread the message about Time to Talk Day:

- Email banner
- Video call background



## Update for Intranet

Below is a brief update you can include you on your organisation's intranet or SharePoint site to introduce Time to Talk Day and encourage employees to get involved. If you are planning to run an event in your workplace, you could use this as an opportunity to promote this too.

### You can talk about mental health at work

**Thursday 6 February 2025** is **Time to Talk Day** - a day when everyone is encouraged to have a conversation about mental health.

At *[organisation name]*, we know that it benefits all of us to talk about mental health.

**Time to Talk Day** is run by See Me in Scotland to help spread the word that you can talk about mental health anywhere - including at work.

*[If you are running an event, you can include the information about it here].*

See Me is Scotland's programme to end mental health stigma and discrimination. Around the office, you'll find posters and top-tip cards packed with ideas on how to start your conversation. There is also information about how to support colleagues, and where to go if you need support.





# Template employee email

**We recommend sending an employee email from the most senior contact possible – perhaps whoever has been in contact with See Me or a senior champion for mental health and wellbeing within your organisation. Preferably, it should not come from someone in the HR team, in order to break the subject of mental health out of the ‘HR box’. Below is a suggested email which you can tailor to your own organisation.**

To all employees of *[insert organisation name]*,

**For Time to Talk Day on 6 February, we’re choosing to talk about mental health.**

However, mental health affects us all and we should feel able to talk about it.

The more conversations we have, the more myths we can bust and barriers we can break down – helping to end the isolation, shame and worthlessness that too many of us feel when experiencing a mental health problem.

We are working with See Me, the national programme to end mental health discrimination, to ensure that people don’t experience stigma and discrimination if they’re struggling with their mental health.

We all have mental health and any of us could go through a period where we struggle. By choosing to be open about mental health, we are all part of the See Us movement that’s changing the conversation around mental health and ensuring that everyone feels supported.

As part of our ongoing commitment to this, we are supporting Time to Talk Day. Taking place on Thursday 6 February, this is a day when everyone is encouraged to have a conversation about mental health.

*[You could include details here of what your organisation is doing for Time to Talk Day].*

We want everyone who works here to feel they can be open about their mental health, and ask for support if they need it for any reason *[you could insert details of your organisation’s support offer such as Employee Assistance Line or HR policies here, or include the information about support services included in this pack].*

**[Sign off]**



# Newsletter articles and employee blogs

**Articles and blogs are a great way to open up the conversation about mental health and share first hand experiences from your employees.**

**Here are some tips for building a strong article or blog about Time to Talk Day:**

## Put personal experience first

Stories about mental health are more compelling if they are told by an individual with lived experience of struggling with their mental health. Allow your colleagues who have their own experience of mental health problems to tell their story in their own words.

## Why you're supporting Time to Talk Day

Include a quote or paragraph from someone senior within your organisation about why they're supporting See Me and Time to Talk Day, and why challenging stigma is important to the organisation.

## Information about See Me

Include a short description of See Me and its aims, and how people can find out more and get involved themselves. You can find out more on the [See Me website](#).

## Signpost to relevant support

Let your colleagues know what resources are available to them and what they can do if they're worried about their mental health. You can find out about different support services [on our website](#).

## Take a holistic approach

When having conversations about mental health it is important to think about intersectionality and people holistically beyond their mental health.

An intersectional approach to mental health recognises how our identity can also impact on wellbeing and any stigma and discrimination faced. Being intersectional when it comes to conversations about mental health involves creating inclusive spaces and addressing systemic issues that contribute to mental health disparities and stigma.



# Spreading our message further

Help get the word out by talking about your plans on your organisation's social media channels and using #TimeToTalk.

Your activities might also be of interest to local media. The more shares, likes and comments we get, the further we can spread the message that it's okay to talk about mental health anywhere.

## Facebook and Twitter/X images

Share our social media images to tell anyone who visits your channels that you're supporting Time to Talk Day.

You can also add our cover images to your social media channels to make your support really stand out. **Download** and use these images to show anyone who visits you on social media that you are supporting Time to Talk Day.



## Tips and suggested copy for social media

- If you're sharing your Time to Talk Day activities on social media be sure to use **#TimeToTalk** to help spread the message even further
- Tag us in your photos and posts - we love to see all the events and activities employers are delivering across the day
- If you've been making use of our free downloadable resources - make sure to get them in shot! Our Time to Talk Day bunting looks particularly fantastic in photos.

**Don't forget to tag us in your social media posts:**



**@seemescotland**



**seemescotland**



**@seemescotland**

## Suggested Tweets

We're supporting **#TimeToTalk** Day 2025! The mental health of our colleagues is our top priority, and on **Thursday 6 February 2025**, we'll be *[insert plans]*.

Opening up the conversation about mental health problems is so important - which is why we're supporting this year's **#TimeToTalk** Day on **6 February**. Join us in opening up the conversation on mental health.

## Suggested Facebook posts

We all have mental health, and any of us could go through a period where we struggle. We want everyone to feel comfortable talking about how they feel at *[organisation name]* which is why we're supporting this year's Time to Talk Day on **6 February 2025**.

We'll be *[insert plans]* - join us to get the conversation started!

On Thursday **6 February 2025**, we'll be joining the nation's biggest mental health conversation through Time to Talk Day. Mental health is a key priority for our workforce - and by opening up the conversation, the more myths we can bust and barriers we can break down, helping to end the isolation and shame that too many of us with mental health problems are made to feel. However, you do it, have a conversation about mental health.

If your organisation is holding a large event, or you want to publicise the work you are doing around mental health, you may want to speak to the media. You can use this template press release to do so. If you need more support please contact our Communications Officer Ana Da Silva, [Ana.DaSilva@seemescotland.org](mailto:Ana.DaSilva@seemescotland.org).



# Template media release

**For immediate release**

*[Insert date]*

## ***[Name of organisation]* holds *[insert event]* to support Time to Talk Day**

*[Name of organisation]* will be holding an event on **Thursday 6 February** as part of a nation-wide push to get people talking more openly about mental health for one day. Time to Talk Day in Scotland is organised by See Me, the national programme to end mental health stigma and discrimination.

Time to Talk Day aims to get as many people as possible talking about mental health. This year's campaign theme emphasises the importance of creating a safe space for open dialogue - See Me is encouraging the people of Scotland to have more supportive conversations about how we're feeling to help combat the stigma that still exists around mental health.

Since its launch, Time to Talk Day has sparked millions of conversations in schools, homes, workplaces, in the media and online, and attracted support from Scottish celebrities such as Des Clarke, Gail Porter and actor Daniel Portman.

*[Name of organisation, location]* will join thousands of other groups, employers, schools and members of the public, who will all be having conversations about mental health on Time to Talk Day. Activity planned for the day by *[Name of organisation]* will include *[Please add a paragraph in here about what your group is specifically doing]*.

We all have mental health, and any of us could go through a period where we struggle, but many of us are too afraid to talk about it. Starting a conversation about mental health might seem daunting but simply sending a text, checking in on a friend or sharing something on social media can break the ice. More tips can be found at **[seemescotland.org/TimeToTalk](https://seemescotland.org/TimeToTalk)**.

**[Name of spokesperson, role at organisation] said:** *[suggested quote]*

"We are taking part in Time to Talk Day because mental health is a topic that we should all feel comfortable to speak about. Having these all-important conversations can make a big difference to many people. The more we talk, the more lives we can change."

**Wendy Halliday, director at See Me, said:** "Talking about mental health can often take someone out of their comfort zone, especially when stigma gets in the way of starting a conversation.

"We know that talking about how we are feeling is the first step we can take to break down the barriers and get the support we need. We all have mental health, and any one of us could go through a period where our mental health is impacted by life events.

"It's why we're asking everyone to think about two things - what do you need to have in place to make it confrontable for you to be open about your mental health? And what can you do to make it more comfortable for others?"

For information about Time to Talk Day and how you can get involved please visit **[seemescotland.org/TimeToTalk](https://seemescotland.org/TimeToTalk)**.

**Ends**

## Notes to Editor

For more information please contact *[insert contact details of best person to contact for more info]*.

1. See Me is Scotland's national programme to end mental health stigma and discrimination, enabling people who experience mental health problems to live fulfilled lives.
2. Taking place on Thursday 6 February 2025, Time to Talk Day is run in Scotland by See Me, with SAMH (Scottish Action for Mental Health), by Mind and Rethink Mental Illness in England, by Inspire in Northern Ireland, and by Time to Change Wales in Wales, all in partnership with the Co-op.
3. Follow See Me on X (Twitter) and Instagram @**seemescotland** or find us on Facebook: **Facebook/seemescotland**, or at **[www.seemescotland.org](https://www.seemescotland.org)**.
4. See Me is managed by SAMH and the Mental Health Foundation and funded by Scottish Government.



# Signposts to support

It's great to start the conversation in your workplace and we hope that our campaign materials and ideas help you to do this. Sometimes this can mean that people currently experiencing mental health problems will need some support as sensitive conversations may bring up difficult things.

We would encourage you to highlight the support tools that you currently offer employees within your organisation but you may also like to use some of ours too so please feel free to use the below text or link to our **support page** online.

If you are experiencing mental health problems or need urgent support, there are lots of places you can go to for help.

See Me is focusing on changing how we all think and act about mental health. We're not able to provide individual or emergency support for people in crisis, but there are lots of people who can. They are listed here:



## Samaritans

**Telephone: 116 123**

**Text: 07725 90 90 90**

**Email: [jo@samaritans.org](mailto:jo@samaritans.org)**

**[www.samaritans.org](http://www.samaritans.org)**

Samaritans provides confidential non-judgmental emotional support for anyone who is struggling to cope - you don't have to be suicidal. The service is available 24 hours a day, seven days a week.

## Breathing Space

**Call: 0800 83 85 87**

**[www.breathingspacescotland.co.uk](http://www.breathingspacescotland.co.uk)**

Breathing Space is a free, confidential phoneline service for any individual who is experiencing low mood and depression, or who is unusually worried and in need of someone to talk to.

**Lines are open from 6pm-2am Monday to Thursday and 6pm-6am Friday to Monday.**

## NHS 24

**[www.nhs24.scot](http://www.nhs24.scot)**

NHS 24 is a call centre operated by the NHS to provide patients with health advice and help over the phone when your usual GP services aren't available. Referrals can also be made over the phone to crisis support and other mental health professionals out with normal GP practice working hours. **Call 111 or if you think you need an emergency ambulance, call 999 and speak to the operator.**

## ChildLine Scotland

**Call 0800 1111**

**[www.childline.org.uk](http://www.childline.org.uk)**

ChildLine is a counselling service for children and young people. You can contact ChildLine anytime and in these ways; you can phone, send an email, have a 1-2-1 chat, send a message to Ask Sam and you can post messages to the ChildLine message boards. **Visit the website to find out more.**

# Signposts to support

## Saheliya

[www.saheliya.co.uk](http://www.saheliya.co.uk)

Saheliya is a specialist mental health and well-being support organisation for black, minority ethnic, asylum seeker, refugee and migrant women and girls (12+) in the Edinburgh and Glasgow area.

## Shakti Women's Aid

**Telephone: 0131 475 2399**

**Email: [info@shaktiedinburgh.co.uk](mailto:info@shaktiedinburgh.co.uk)**

[www.shaktiedinburgh.co.uk](http://www.shaktiedinburgh.co.uk)

Promoting the health, wellbeing and equality of lesbian, gay, bisexual, transgender (LGBT+) adults (16+) in Scotland. LGBT Health and Wellbeing welcome the entire diversity of LGBT+ community including non-binary, queer, intersex, asexual people and all identities under the LGBTQIA+ umbrella.

## Penumbra

[www.penumbra.org.uk](http://www.penumbra.org.uk)

Penumbra Mental Health is a pioneering charity providing dedicated services for people with mild to serious and enduring mental ill health. They support people on their journey to better mental health, by working with each person to find their own way forward.

## Black Minds Matter UK

[www.blackmindsmatteruk.com](http://www.blackmindsmatteruk.com)

Black Minds Matter UK is a fully registered charity operating in the UK; connecting Black individuals and families with free mental health services - by professional Black therapists to support their mental health.



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**See Me**  
End mental health  
discrimination

**where to find us...**



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**www.youtube.com/seemescotland**



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